

❁ 2005 ❁

Virginia Preservation Conference

WIDENING THE CIRCLE: STRENGTHENING THE PRESERVATION MESSAGE



OCTOBER 16-18, 2005
LYNCHBURG, VIRGINIA

PHOTOS FROM LEFT TO RIGHT:

Lynchburg's Madison Street Homes. The Jones Library. The Lynchburg Post Office. All Lynchburg photos were generously provided by Nancy Marion of LynchburgHistory.com



DHR
Department of Historic Resources

THIS PROJECT HAS BEEN FUNDED IN PART THROUGH SUPPORT FROM
THE VIRGINIA DEPARTMENT OF HISTORIC RESOURCES, BY A GRANT FROM THE
NATIONAL TRUST FOR HISTORIC PRESERVATION THROUGH THE PRESERVATION SERVICES FUND,
AND BY OTHER SPONSORS

❁ GREETINGS ❁

WIDENING THE CIRCLE: STRENGTHENING THE PRESERVATION MESSAGE

“What we need is a change in our culture—about the way we think and include preservation in decisions on all levels!”* Ambitious—yes—possible—absolutely. These were the words that shaped the APVA Preservation Virginia’s refocusing its mission and underscore the theme of this year’s conference—Widening the Circle: Strengthening the Preservation Message.

For far too long, preservation has been viewed as the pastime of the elite or as a hindrance to progress. Yet—the historic character of the Commonwealth is what attracts new residents, visitors, and industry. Preservation is a valuable economic engine, it possesses an educational value and it connects people to a community larger than themselves. Preservation means more than simply the restoration of structures. The Commonwealth’s irreplaceable historic structures, landscapes, collections, communities and archaeological sites all contribute to the state’s health and vitality.

These messages need to be delivered to an ever-widening circle of participants—young people, local and state decision makers, urban and rural dwellers, residents in historic neighborhoods, homes and districts. Discussion of preservation issues should return to the nightly dinner table because it supports the economy and the quality of life in a community.

The 2005 Virginia Preservation Conference—the 20th annual—will provide sessions to inspire, to share solutions, and to offer insight into effective partnerships. Our intention is to help you find solutions for your community, network and make connections that will benefit your community after the conference ends and—yes—to celebrate those good things that are happening in the Commonwealth. Please plan to join us and get involved in “changing our culture.”

Elizabeth Stanton Kostelny
Executive Director
APVA Preservation Virginia

**Ivor Massey, Jr. at 2005 APVA Preservation Virginia Board retreat.*

❁ SCHEDULE OF EVENTS ❁

SUNDAY, OCTOBER 16TH

All events will take place at the Holiday Inn Select, unless otherwise noted.

11:00 A.M. – 4:00 P.M.

Registration opens – Hotel prefunction area

Register early and visit the Resource Area before the conference begins.

Sunday’s tours and reception are separate ticketed events and are not included in the full conference registration fee.

1:00 P.M. – 4:00 P.M.

Lynchburg Tours:

- | | |
|--------------|---|
| 1:00 – 3:45: | Old City Cemetery Museums and Arboretum and Legacy Museum of African-American History (\$20 before 9/30/05) |
| 1:30 – 2:30: | Lynchburg Historic Districts: Garland Hill, Diamond Hill, Court House Hill (\$10 before 9/30/05) |
| 2:30 - 3:30: | Lynchburg Historic Districts (repeated) (\$10 before 9/30/05) |

5:00 P.M. – 7:00 P.M.

Reception and Tour of Thomas Jefferson’s Poplar Forest

A reception and tour of Poplar Forest, the home that Thomas Jefferson designed and used as his personal retreat. Transportation on your own. \$30 for registrants; \$35 for guests before 9/30/05.

MONDAY, OCTOBER 17TH



8:00 A.M. – NOON

Registration continues

9:00 A.M. – 9:45 A.M.

Welcome

Keynote Address: **Robert Lambeth Jr.**,
Virginia Advisor Emeritus, National Trust
for Historic Preservation; Former President,
Preservation Alliance of Virginia

Moving the Center – An Important Mission for Preservation Advocates

A key factor in the success of the preservation movement is the perception that preservation is a mainstream concept with broad public and political support. This keynote address will open the conference and address ways to move the “center” to make sure preservation has broad support into the future.

10 A.M. – 11:15 A.M.

Commission Assistance and Mentoring Program (CAMP) - CLG track

Moderator: **Camille Bowman**, Virginia CLG Program Coordinator, Virginia
Department of Historic Resources

Speakers: National Alliance of Preservation Commissions: **Pratt Cassity**;
Rory Hays, Esquire; **George Kramer**

This workshop will help local preservation commissions and architectural review boards succeed by providing high quality, intensive training on legal issues; standards and guidelines; new materials; infill design issues; and public support.

**Registrants are expected to attend the entire two-day workshop
from beginning to end.**

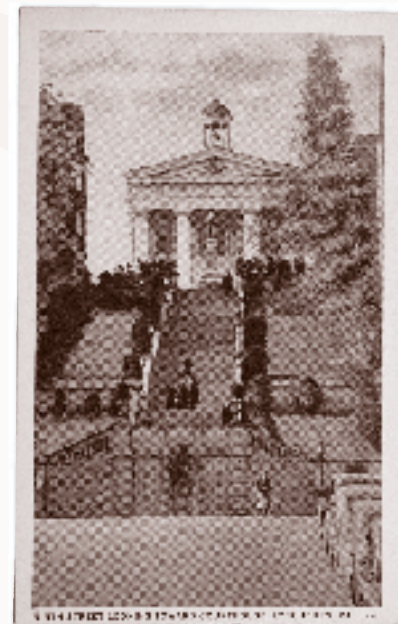
Partner local governments in the Virginia Certified Local Government Program will register for this training workshop through the Virginia Department of Historic Resources. Additional seating for architectural review board members and staff from other local governments may be available. Please call Camille Bowman at (757) 886-2818. Space is limited to 70 participants.

10:00 A.M. – 11:15 A.M.

Speaking the Developers’ Language: How Preservationists Can Work Effectively with Developers

Moderator: **Robert A. Carter**,
Director, Community
Services, Virginia
Department of Historic
Resources

Speakers: **William T. Frazier**,
AICP, Principal and
Co-Founder, Frazier
Associates, Staunton,
Virginia; **Hal Craddock**
AIA, Principal,
Craddock Cunningham
Architectural Partners,
Lynchburg, Virginia;
Fiona M. Tower,
Partner, Kutak Rock, LLP,
Attorneys, Richmond, Virginia.



Learn from professional practitioners in preservation and development about a developer’s vital interests in a project involving historic resources, and how developers and preservation advocates who recognize the value of working together will have the best chance of getting the most of what each side wants.

10:00 A.M. – 11:15 A.M.

Heritage Tourism: How Can We Increase Visitation to our Historic Sites and Communities?

Moderator: **Sergei Troubetzkoy**, Director of Tourism, City of Staunton; Board
Member, Virginia Civil War Trails, Inc.

Speakers: **Bobbie Bass Walker**, Director of Consumer Service and Industry
Relations, Virginia Tourism Corporation; **Steve Galyean**, Director,
Abingdon Convention & Visitors Bureau; **Lisa K. Meriwether**, Vice
President of Tourism Services, Lynchburg Regional Convention &
Visitors Bureau

The future of many of Virginia’s historic sites depends upon sound business approaches and practical joint ventures to increase public visitation. Learn about successful efforts to increase heritage tourism by tapping new tools, new resources and new partnerships.

11:30 A.M. – 12:30 P.M.

Commission Assistance and Mentoring Program (CAMP) - CLG track (Cont.)

11:30 A.M. – 12:30 P.M.

Making Historic Preservation Part of the Master Plan for Your Community

Moderator: **Rachel Flynn**, Lynchburg Planning Director

Speakers: **Annette Chenault**, Senior Planner, Department of Community Planning and Development, City of Lynchburg; **Margaret Maliszewski**, Design Planner, Department of Community Development, Albemarle County; **Ronald L. Higgins**, AICP, Planning Manager / Zoning Administrator, Neighborhood Development Services, City of Charlottesville; **Mary Joy Scala**, Preservation and Design Planner, Neighborhood Development Services, City of Charlottesville

Successful preservation efforts at the community level increasingly require collaboration, cooperation and a comprehensive approach that integrates historic preservation into broader development plans., including land use and regulation, capital improvements, transportation, economic development, housing, open space, and recreation. In this session, professional planners will present case studies from three different communities that are alike in taking a comprehensive approach to making historic preservation both a goal and a strategy in their overall community plan for development.

11:30 A.M. – 12:30 P.M.

2007 and Beyond in Virginia

Moderator: **Amy Ritchie**, Manager of Statewide Programs, Jamestown 2007

Speakers: **Patricia Gibson**, Chair of the Lexington/Rockbridge County/Buena Vista 2007 Community Program; **Scott Smith**, Director of Bedford Main Street (tentative); **Don Sutton**, Chair of Lynchburg 2007

Excitement is building as the Commonwealth plans for America's 400th Anniversary, commemorating the founding of Jamestown, the first permanent English settlement in the New World. The Virginia 2007 Community Program, one of the most successful components of the commemoration, continues to grow with 122 official communities. Many Virginia 2007 Community Program partners are embarking on ambitious legacy projects that will have lasting effects on their communities for years to come. During this session, participants in the program will discuss their community projects and why they have chosen to be involved. Learn how they are planning projects that will last beyond the commemoration and will retain a permanent legacy for their communities.

12:30 P.M. – 1:45 P.M.

Luncheon

Luncheon Address: **Alexander Macaulay**, Macaulay & Burtch, P.C., legislative advisor to APVA Preservation Virginia; **Kathleen Kilpatrick**, Director of the Virginia Department of Historic Resources

With the General Assembly session a little over three months away, Mr. Macaulay and Ms. Kilpatrick will address likely legislative issues for the 2006 session and the strategy to ensure that preservation related legislation is supported. They will also discuss ways that constituents statewide can stay in touch and be alerted when action is needed.



2:00 P.M. – 3:15 P.M.

Commission Assistance and Mentoring Program (CAMP) - CLG track (Cont.)

2:00 P.M. – 3:15 P.M.

Don't Know What You've Got 'Til It's Gone: Strategies for Protecting Rural Historic Resources

Moderator: **Jolly de Give**, Director of Planning Services, Piedmont Environmental Council

Speakers: **John Hutchinson**, Program Manager for Resource Protection, Shenandoah Valley Battlefield Foundation; **Judy Reynolds**, Executive Director, Mosby Heritage Area; Others to be announced

Rapid development is overwhelming much of Virginia from metropolitan suburbs to rural counties, often taking an irreversible toll on historic and cultural resources, from outright destruction to diminishment of a resource's context. Panelists will illustrate various strategies to raise awareness of and to protect these resources ahead of the bulldozer's threat.

2:00 P.M. – 3:15

New Attitudes about Money

Moderator: **Amy Yarcich**, Virginia Main Street Program Manager

Speakers: **Valecia Crisafulli**, Associate Director, Center for Preservation Leadership, Statewide & Local Partnerships, National Trust for Historic Preservation; **Terri Proffitt**, Executive Director, Lynch's Landing, Inc.

When resources are scarce, when other organizations are competing for the same pool of funds, and when everyone feels “tapped out,” it’s time to think creatively about money. This session will focus on non-traditional funding ideas, including how to leverage other people’s money, how to create entrepreneurial fee-for-service opportunities, and how to locate money in unexpected places. Come to this session and get plenty of “how-to” techniques that can lead to new attitudes about raising money.

3:45 P.M. – 4:45

Plenary Session – Academy of Fine Arts

Speaker: **Cate Magennis Wyatt**, Executive Director, The Journey Through Hallowed Ground Foundation

The Journey through Hallowed Ground Corridor

The National Trust for Historic Preservation includes the 175-mile Journey Through Hallowed Ground corridor on its recently released list of the eleven most endangered landscapes in America. This corridor, which extends from Gettysburg to Monticello, bears witness to more American history than any other terrain in the country, but its incomparable historic resources are increasingly threatened by sprawling development. Ms. Magennis Wyatt will speak on The Journey through Hallowed Ground and the partnership efforts between local communities, historical sites and the private sector in preserving this corridor.

4:45 P.M. – 5:45 P.M.

Reception – Academy of Fine Arts

8:00 P.M. - 10:00 P.M.

Hospitality Suite at the Holiday Inn Select sponsored by Lynchburg Historical Foundation



TUESDAY, OCTOBER 18TH

8:00 A.M. – 9:30 A.M.

Registration continues

9:00 A.M. – 10:15 A.M.

Commission Assistance and Mentoring Program (CAMP) - CLG track (Cont.)

9:00 A.M. – 10:15 A.M.

Tax Credits/Easements I: Current Issues in Conservation Easements

Moderator: **Tamara Vance**, Deputy Director, Virginia Outdoors Foundation

Speakers: *To Be Determined*

Recent Congressional and Virginia General Assembly scrutiny of tax benefits for open space and historic preservation easements will be discussed. A panel of lobbyists, state officials, and a tax credit broker will discuss controversial issues such as appraisal valuations, audit, and the recent tax commissioner ruling. Updates will be given on possible changes to federal and state laws affecting conservation easement donations.

9:00 A.M. – 10:15 A.M.

Movers and Takings – Hot Topics in Preservation

Moderator: Genevieve Keller, Principal, Land and Community Associates

Speakers: To Be Determined

Challenges to preservation in the year 2005 have come from all corners. Whether it is to the challenges to the easement program, recent Supreme Court rulings, or development's continued encroachment on resources, this session will cover "current events" and how grassroots support can help raise awareness, provide education and offer solutions.

10:30 A.M. – 11:45 A.M.

Commission Assistance and Mentoring Program (CAMP) - CLG track (Cont.)

10:30 A.M. – 11:45 A.M.

Tax Credits/Easements II: Using Conservation Easements to Preserve Historic Landscapes

Moderator: Tamara Vance, Deputy Director, Virginia Outdoors Foundation

Speakers: David Boyce, Executive Director, Oatlands; Bruce Cleveland, past president, Waterford Foundation; Howard Kittell, Executive Director, Shenandoah Battlefield Foundation; Mr. & Mrs. Gene Goley, Rothsay House



Individual and institutional owners of National Register properties will discuss how either through donation or purchase of conservation easements, they were able to preserve historic landscapes. Speakers from Oatlands and Waterford will describe how they pieced together funding from various federal, state and local sources for purchasing conservation easements that protect the setting of their historic properties; a representative from Shenandoah Valley Battlefield Foundation will describe the use of federal funding from the American Battlefield Preservation Program (NPS) being used to save thousands of acres of Civil War Battlefields in Virginia, and Laura Radford Goley will tell about how a conservation easement on the lands surrounding "Rothsay", former lands of Poplar Forest, is preserving the landscape around this register house along with important scenic views of the Peaks of Otter for the driving public along just west of Lynchburg.

10:30 A.M. – 11:45 A.M.

Creating Future Preservationists

Moderator: Jane White, Director, Old City Cemetery Museums and Arboretum, Lynchburg

Speakers: Octavia Starbuck, Director of Interpretation/Education, Thomas Jefferson's Poplar Forest; Sarah Cooleen, Managing Director, Historic Richmond Foundation – The William Byrd Branch of APVA Preservation Virginia

Leaders of three organizations discuss how they attract and engage future preservationists of all ages. Each has developed creative programs using a variety of hands-on activities, educational tours, research projects, and learning opportunities disguised as social events.



12:00 P.M. – 1:15 P.M.

Luncheon and Closing Session

Luncheon Address: **Christopher G. Miller**, President, Piedmont Environmental Council

PEC has been closely following the scrutiny that historic and conservation easements are now undergoing at the Federal level, with the Joint Committee on Taxation recommendations and Senate and House Committee hearings, and at the State level, with the Senate and House Finance Committees looking into the tax credit program. Mr. Miller will speak to the need to quantify the public benefits of easements and articulate the benefits to policy makers.

Closing remarks: **Elizabeth Kostelny**, Executive Director, APVA Preservation Virginia



REGISTRATION INFORMATION

You can now register online at www.apva.org/register.

The conference fee includes registration for all sessions, the Monday reception, continental breakfasts and luncheons on Monday and Tuesday, access to exhibitor displays, and conference materials.

Payment in full must accompany this form with credit card authorization (MasterCard and Visa only), purchase order, or check made payable to APVA Preservation Virginia, 204 West Franklin Street, Richmond, VA, 23220-5012. Only credit card orders may be faxed, to (804) 775-0802.

One day conference rates are on a space available basis. On-site registrations are also welcome if space permits. Please contact APVA Preservation Virginia at (804) 648-1889 ext. 314 for additional information. Meals and tour participation cannot be guaranteed with on-site registrations.

Confirmation letters and conference information will be e-mailed to participants. Confirmations will be mailed upon request if received prior to October 3.

Tours: As tour capacity is limited, we will assign tour slots in the order that registration forms are received, on a first come, first served basis. Please return your registration form as early as possible to reserve your preferred tour(s).

Refunds: Refunds for cancellations requested in writing by October 5 will be honored, less a 25% administrative fee. No refunds can be given after that time; however, you may send a substitute in your place. Contact the conference coordinator at (804) 648-1889, ext. 314 with the name of your substitute.

Parking: Free parking is available at the Holiday Inn Select for registered conference attendees.

Accommodations: To assure your travel plans, we request that participants make their own hotel reservations. A limited number of rooms are being held for attendees at the:

Holiday Inn Select; 601 Main Street, Lynchburg, VA; (434) 528-2500

at the conference rate of \$65 single and \$75 double plus tax. To receive this rate, contact the Holiday Inn Select by October 1, 2005 and mention the group name "APVA Preservation Virginia." Check-in time is 3:00 p.m.; check-out time is noon.

Special Rates: APVA Preservation Virginia and the conference sponsors are pleased to offer a special student rate of \$125 for the full conference (excludes accommodations, Sunday tours and reception) to encourage full-time students in preservation, planning, architectural history, and archaeology to attend. Documentation of full-time enrollment is required with the registration form.

REGISTRATION INFORMATION

(CONTINUED)

A multiple registration incentive is being offered for APVA organizational members. The registration fee is \$175 per person (\$225 after Sept. 30) if three or more individuals are attending from the same organization. Registrations must be mailed together. The registration fee does not include Sunday's tours or reception.

VA CLG Camp Registrants

To register for Sunday tours and the Poplar Forest reception and tour, please fill in the enclosed registration form, indicating you are registering for the Sunday events as a CLG registrant. Hotel arrangements for Sunday night, October 16 must be made directly through the Holiday Inn Select.

Of Interest: The book *The Preservation of Historic Architecture: The U.S. Government's Official Guidelines for Preserving Historic Homes* (retail price \$24.95) may be ordered on the registration form for \$23.75 which includes tax. Shipping is not available and books must be picked up at the conference.



YOU CAN NOW REGISTER ONLINE AT WWW.APVA.ORG/REGISTER

RETURN THE FORM ON THE FACING PAGE WITH PAYMENT TO:

APVA Preservation Virginia

204 West Franklin Street; Richmond, VA 23220

or Fax with Credit Card information to (804) 775-0802

If you are paying by credit card, we will accept only Visa and Mastercard.

REGISTER EARLY & SAVE!

Program information is accurate at time of printing and is subject to change. Registration fee does not include hotel accommodations or Sunday's events. Questions? Call Terry Graham at (804) 648-1889 ext. 314 or email conference@apva.org

CONFERENCE 2005 REGISTRATION FORM

Name _____ Title _____

Address _____

City, State, Zip _____

Phone/Fax _____

E-mail _____

VISA/MC # _____ Expiration Date _____

Signature _____

☐ Please indicate if you are a CLG representative registered through the Department of Historic Resources.

Is this your first Virginia Preservation Conference? ☐ YES ☐ NO

☐ Dietary Restrictions: _____

☐ ADA - Special Assistance.

Please check if you have special requirements

An APVA representative will contact you.

	ADVANCE	ON-SITE OR RECEIVED AFTER 9/30/05	SUBTOTAL
APVA Member - Full Conference (Does not include Sunday tours and Poplar Forest tour/reception)	\$200	\$250	
Non - APVA Member - Full Conference Includes one year APVA individual membership (Does not include Sunday tours and Poplar Forest tour/reception)	\$240	\$290	
Full-time Student - Full Conference Please attach copy of full-time student ID (Does not include Sunday tours and Poplar Forest tour/reception)	\$125	\$150	
Multiple Registration Incentive for APVA Organizational Members* 3 or more full conference registrations mailed together (Does not include Sunday tours and Poplar Forest tour/reception)	\$175 per person	\$225	
*APVA Organizational Membership	\$50	\$50	
Sunday Tours: <i>Limited Capacity - please reserve early</i>		\$15/\$20	
Old City Cemetery / Legacy Museum (1:00 - 3:45 p.m.)	\$20	\$25	
Historic Districts (1:30 - 2:30 p.m.)	\$10	\$15	
Historic Districts - tour repeated (2:30 - 3:30 p.m.)	\$10	\$15	
Poplar Forest Tour/Reception (Sunday)			
Conference and CLG registrants	\$30	\$35	
Guests	\$35	\$40	
Book: The Preservation of Historic Architecture	\$23.75	\$23.75	

REGISTER ONLINE AT WWW.APVA.ORG/REGISTER

TOTAL



APVA Preservation Virginia
204 West Franklin Street
Richmond, VA 23220-5012
Address Service Requested

2005 VIRGINIA PRESERVATION CONFERENCE

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